RJ REYNOLDS

TOBACCO COMPANY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

May 19, 1998

RJR Account #«SIS»
«NAME»
«ACCOUNT»

JULY: WINSTON $1.00 OFF 2-PACKS / TEAR TAPE PROMOTION #800750

Dear «GREETING»:

WINSTON .50¢ OFF/PACK SPECIAL OFFER TEAR TAPE 'OFF-INVOICE' PRODUCT has been ordered (see quantities listed below), as well as **«SKUS»** SKUs of preassembled Counter Displays (Item #542810) to pack the above promotion for your participating retail accounts. ***(Note: This is not 'pre-sleeved' product.)*** ***«COMMENTS»*** All additional pertinent promotional information is listed below:

#/ (6M) Cases Promoted Product	Brand Styles	UPC Code
«STYLE1»	*Winston Box*	12300-25379
«STYLE2»	*Winston Light Box*	12300-25380
«STYLE1»	*Winston Ultra Lt Box*	12300-25381

«PO»

Product / Premium Arrival:	**June «SHIPDATE», 1998**
Ship Date to Retail:	**Week of: July 13, 1998**

Displays (Item #542810)

SKU CUBE:	**1.6113**
SKU WT (w/o Product):	**3.2200 lbs**
Retail Sales Offer per Sku:	**20 units**

Billing per Sku:	**4 Cartons**
EFT $ Amount:	**$«EFT»**

PARTNERS 'BONUS' REPORTING DESCRIPTION	WIN_JUL_$1/2_PKS

51861 2016

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$1.00 Off 2-Pack Tear Tape
«ACCOUNT»

Promotion Description:
Utilize 40-Pack Shipper Display. Place 2 packs into each sleeve (20 2-pack offers per Display) and ship to retail. Each Shipper Display should contain 20 2-Pack units:
2 Cartons: *Winston Light*
1 Carton: *Winston Box*
1 Carton: *Winston Ultra Lt Box*
SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST
Refer to enclosed 'Wholesaler Packing Instructions' for Display Load

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you $14.00 per **promoted 6M** case for all displays packed and shipped to retail on a timely basis. This equates to **$«PYMT» («CASES» (6M) case(s) @ $14.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: «CC»
L. E. MacWilliams
Encl: Retail Customer List
Wholesaler Packing Instructions
Winston Flyer

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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51861 2017

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WHOLESALER : 332880 KEY STORES CO., INC. <DIRECT>
TEMPLATE : 800750 80700 WIN JUL $1/2-NO
TEMPLATE SEQ : 0916
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162208	162220	185163	MALS SMOKE SHOP	247 S MAIN ST	WILKES BARRE	PA	18701	1				(717)825-0833
162208		777561	KWIK N E-Z CONV MKT	39 PITTSTON AVE	PITTSTON	PA	18640	1				(717)654-7585
162208	162229	184495	COUNTRY PEDDLER	MAIN STREET	LAKE HARMONY	PA	18624	1				(717)722-0860

PAGE BREAK TOTAL ACCOUNTS 3 TOTAL QUANTITY 3

TEMPLATE TOTAL ACCOUNTS 3 TOTAL QUANTITY 3

Too few

51861 2018

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